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DS&E NEWS RELEASE

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HTRI AT TWO AND A HALF YEAR LOW

In December, employment demand for engineers and other technical professionals dipped to 99, the lowest single-month level in two and a half years.

This was reported today by Marjorie Freedland, Director of Research at Deutsch, Shea & Evans, the recruitment advertising subsidiary of Foote, Cone & Belding Communications, Inc. DSE has been conducting research on employment, recruiting and other aspects of human resources since 1950.

The HIGH TECHNOLOGY RECRUITMENT INDEX, DSE's national indicator of technical demand, compiled as a 3-month running average, dropped to 101 in November. This is down five points from the previous month and only one point above the base year norm set in 1961. At this time last year, the Index was over 20 points higher.

(MORE)

According to Ms. Freedland, "The level for December was consistent with the downward trend in technical recruiting which began during the second quarter 1984. This continuing decline is reflected in the annual average, just 112 for 1985, down significantly from the 1984 average of 133."

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
December, 1984	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	--

*Based on a 3-month running average

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